



AOA 2020 Employer Pledge Engagement

Employer Outreach Resources

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Introduction

As we approach the once-ever opportunity 2020 poses, we are excited to engage you in enlisting visionary employers in this groundbreaking initiative, the American Optometric Association's (AOA) 2020 Employer Pledge. Through this nationwide initiative, AOA and our partners are bringing employers together to uphold the eye health of the nation's employees and promote high-value care by fostering awareness and encouraging employees to get their annual, in-person comprehensive eye exam with an AOA family doctor of optometry.

Through the beginning of 2019, AOA has made inroads with and enlisted several employers in the cause to make eye health and vision care a priority. To reach even more employers, we need the full optometric community to get involved and that starts with you. To support outreach to employers in your communities, we have developed a toolkit for you.

It includes:

- Tips on engaging employers;
- Draft communication to local employers about the importance of eye health and vision care;
- The pledge and information about the pledge itself;
- Overview of different ways employers can participate;
- A thank you letter to employers who do agree to participate.

In the early fall of 2019, AOA will make an employer resource kit available, which will include an employer pledge public announcement timeline and content employers can use through 2020, including press materials, employee-facing materials and social media posts.

We hope you find this toolkit useful and that you will modify and personalize it to begin to enlist employers in your community. The AOA team is at the ready to support you in these efforts.

We look forward to a momentous year and to making it AOA #2020EyeExam.

Tips to Engage Employers in Your Community

Following are some tips to consider as you plan to enlist employers in your community in signing on to AOA's 2020 employer pledge.

- Develop a target list of people who have positions at employers in your community who could provide a foot in the door to the right contacts. While human resources (HR) contacts may be the natural starting points, if you have relationships with a head of communications or operations, they may be able to open doors that you would not necessarily be able to on your own.
- While this toolkit includes a draft communication, make it personal and conduct the outreach in a manner that makes sense based on your target contact. Based on your relationship, a meeting or a phone call may be more effective.
- No employer is too small and some employers may open the door for others. Consider those that you know would be open to joining in and start there to get the ball rolling.
- Approach those employers you work with – from lobbyists who support your state efforts to printers or technology consultants. Those who serve your business will be more inclined to partner in your priorities.
- Don't let the pledge language be a block from participation. Some employers may have limitations in what they can sign on to from a corporate perspective. We want to make this simple for employers and can adapt the pledge based on employer needs.
 - The important point is to ensure employers commit to the fact that the eye health and vision of their employees is important and, to protect it, they encourage their employees to get an annual comprehensive eye exam with an AOA doctor of optometry. Some employers, based on their networks, may prefer to be more general and recommend doctors of optometry or optometrists more generally. While we would prefer to uphold AOA and affiliate doctors, this type of amendment can be acceptable, as evidenced in this [pledge](#).

Employer Outreach Communication

Dear [NAME],

Up to 16 million Americans struggle with undiagnosed or untreated vision impairments. Combined with the fact that eye diseases, vision loss, and eye disorders create an estimated \$139 billion economic burden, the U.S. is facing a significant public health crisis. America's primary eye health care providers, doctors of optometry, are joining forces with invested employers who recognize eye health and vision are critical to their employees' health, well-being and productivity.

The [AFFILIATE NAME] with the American Optometric Association is asking employers to sign the AOA 2020 Employer Pledge, underscoring their commitment to uphold employee eye health through education and by encouraging employees to get their annual, in-person comprehensive eye examination.

Employers who join the pledge will be recognized as leaders in a public health mobilization initiative to address the current eye health and vision challenge facing America today. Participating organizations will be highlighted through a year-long communications program reaching the public and AOA's more than 44,000 doctors of optometry, optometric professionals and students.

And, pledging can be as involved as employers want. There is no monetary commitment and employers can take as few or as many actions as they choose, from simply saying they will participate to sharing educational materials with employees.

I have included the employer pledge here, as well as ways you can participate, and you can find other employers participating in the pledge at aoa.org/2020. I would appreciate the opportunity to connect to determine how we can partner with you and make 2020 the year when all employees protect their eye health and vision by scheduling an in-person eye exam with an optometrist.

Sincerely,

AOA's 2020 Employer Pledge

OPTOMETRY AND AMERICA'S LEADING EMPLOYERS MOBILIZE FOR THE YEAR OF YOUR EYE EXAM

In partnership with AOA's 2020, **[COMPANY]** reminds America of the importance of an annual comprehensive eye exam by an American Optometric Association (AOA) doctor of optometry. We encourage all employees to schedule a 2020 eye exam with an AOA [family optometrist](#) to protect vision to support school and work success, to relieve [digital eye stress](#) arising from increasing device use, and to ensure early diagnosis of and treatment for eye diseases like glaucoma, a leading cause of blindness. An office visit for an eye exam also helps to safeguard overall health by allowing the doctor to [diagnose serious health conditions](#), including diabetes, high blood pressure and certain types of cancers. Remember to make 2020 THE YEAR OF YOUR EYE EXAM.

Ways Employers Can Get Involved

Employers who promote the pledge are joining a public health initiative to address the current eye health and vision challenges facing America today. Participating organizations will gain recognition among the public and AOA's more than 46,000 doctors of optometry, optometric professionals and students.

Pledging can be as involved as you want. There is no monetary commitment and it can be an "official" pledge (i.e., your organization name can be posted on the website) or an unofficial partner (decline to have your company posted on the website).

What Does Participating in The Pledge Look Like?

Participating employers can choose how they would like to support the pledge, from simply indicating support to additional activities. There is no minimum or maximum participation.

Activities can include:

- Post graphics created by AOA on intranet / employee channels.
- Send one (or several) pre-drafted emails to employees educating them on how to preserve their eye health and vision.
- Include the AOA pledge badge on your website.
- Include information on eye health care in newsletters.
- Inclusion in public-facing media outreach efforts leading up to and through 2020.
- Promote the pledge at events with flyers/other materials.
- Offer a speaking spot for an AOA doctor of optometry at an event or meeting.
 - AOA's Chief Public Health Officer has worked with organizations and government agencies, including the U.S. Postal Service and NASA, to provide education to employees about the importance of a comprehensive eye exam.
- Send out flyers/poster to remind people to get their annual comprehensive eye exam with an AOA doctor of optometry.
- Write a blog about the importance of eye health care and post it on your website.
- Post a provided video to encourage people to care for their eye health by getting their annual comprehensive eye exam with an AOA doctor of optometry.

Partner Recognition

The AOA will recognize partners through a series of activities through 2020, unless the employer declines. Activities include:

- Feature on the AOA pledge website as a committed employer, as well as through AOA communications in award-winning publication Focus and AOA communication channels.
- Visibility during the AOA's annual gathering – Optometry's Meeting – of AOA members in Washington, D.C.
 - During the annual meeting, the list of employees on the pledge will be shared with elected officials in the House and Senate.
- Visibility via a poster and/or screen featuring all the companies who participate in the pledge will be provided for display in all AOA member offices
- Amplification of support by AOA member sharing links, infographics, videos on social media platforms/websites with companies that have signed on to this pledge.

Thank You Communication to Participating Employers

Dear [NAME],

Thank you for sharing [COMPANY NAME]'s participation in the American Optometric Association's (AOA) Employer Pledge to make 2020 the year of the eye exam. The AOA Employer Pledge Program is a nationwide collaboration of organizations uniting with AOA to uphold the eye health of their employees and promote high value care by fostering awareness and encouraging employees to get their annual, in-person comprehensive eye examination. We are thrilled that you are a part of this group.

Currently, the [Affiliate partner] and AOA are working to enlist like-minded employers in joining this pledge and making the commitment to educate employees about the importance of making a regular, in-person eye exam with an optometrist part of their annual health care routine.

As a participant in the pledge, this fall we will share a toolkit of materials for you to use, as desired, including:

- Timeline of activities
- Content for use on intranet, in newsletters or via social
- Creative collateral, including a badge for use on owned channels

In the meantime, we are creating an online hub for the pledge at aoa.org/2020. We would like your permission to use your company's logo and link to your site as a participant of the pledge. Please send us a .jpeg or .png of your logo for posting. In addition, if you have decided to adjust the language of the pledge for your use, we will make note of that on our web page.

Again, AOA and our member doctors are excited about your commitment to eye health in this momentous year and look forward to collaborating with you.

Thank you,

[Doctor name here]